

VOL. 25

SERIAL No. 281

JUNE  
1945

# The LABOUR ORGANISER

Published by  
THE LABOUR PARTY

PRICE 4d. (Monthly)  
post free 5d.  
5/- per annum

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*sends a message  
for our*

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ELECTION  
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**National Council of Labour Colleges, TILlicOUNTRY, Scotland**

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# The Labour Organiser

PUBLISHING OFFICE : TRANSPORT HOUSE, SMITH SQUARE, LONDON, S.W.1

Communications to be addressed to the Labour Party

Vol. 25. No. 281

1945

Price 4d.

5/- per annum, post free

## CLEM ATTLEE'S MESSAGE

I AM glad of the opportunity to send a word of greeting to the organisers and key workers in the constituencies.

I know that at this election you will be faced with exceptional difficulties.

In many parts of the country the Blitz and the shifting of the population have gravely dislocated our organisations, while the absorption in war work of many of our key workers has prevented the maintenance of as full an activity as you would have wished. Add to this the difficulties caused by shortage of material and by defects of registration. I know that you will meet all these handicaps and show good results.

*As against them you can set the fact that never was the Party more united, more sure that its policy is the right one for the nation and more certain that the flowing tide of public opinion is with us.*

On you as the staff officers of our movement falls much of the work and too little of the glory.

I would like to assure you that your work is appreciated and to wish to one and all the joy of victory and the satisfaction of work well done.

C. R. ATTLEE,

*Leader of the Labour Party.*



## A Final Word from the Party Secretary

# THAT LAST OUNCE MAY COUNT

By MORGAN PHILLIPS

The fight is on. The most important General Election of modern times is upon us. And it is no exaggeration to say that Labour's showing in it will to a large extent depend on the efforts put forward in the constituencies by our Organisers and key workers.

### A GREAT TEAM

We at Head Office know that we have a fine team in the country. We know that no other political party is blessed with such a devoted army of men and women voluntary workers, such a skilled, enthusiastic, if small, band of full-time organisers.

This time an even greater responsibility rests on those who have experience of previous elections. Many in our volunteer army will be new recruits to electioneering. Organisers and key workers will have to show patience with them.

But I am confident these new workers will learn quickly and will play a great part in placing Labour's message before the electors and in getting our full vote out to the poll.

### NEW PROBLEMS

This time we are beset with many new electioneering problems. The Register is highly imperfect. There have been great movements of the population up and down the country. Millions of our menfolk are overseas on active service. Bombing has caused great changes in the population of particular areas.

A plan of campaign must be drawn up in every area for tackling and overcoming these and associated problems.

### MIDLANDS OFFICE-BEARERS

At the annual meeting of the Midlands District held at Birmingham, officers were elected as follow:—

*Chairman:* Councillor H. J. T. Russell, J.P.

*Vice-Chairman:* Mr. H. Wickham.

*Secretary and E.C. Representative:* Councillor F. T. Watson, J.P.

*Auditor:* Mr. J. T. Baxter.

It was decided to contribute the sum of £10 10s. od. to the Drinkwater Presentation Fund.

### IMPORTANCE OF CANVASSING

In this respect I would emphasise the importance of canvassing. It may very well be that this General Election more than any previous one will be won or lost on the doorstep.

There has been a partial "blackout" on political activity due to the war. Millions of our people will be studying the programmes of the Parties for the first time. Many for one reason or another are confused about the main issues of the election.

It is therefore highly important that every canvasser should be thoroughly conversant with Party policy and be able to "put it across" in simple, everyday language. To millions of people in this Election the canvasser will be the Labour Party as for a variety of reasons many will be unable to go to meetings. Every canvasser must therefore be a first-rate Ambassador for Labour's cause.

### PROXY VOTERS

I would also stress the importance of canvassing the proxy voters. Information has just reached us about one particular division, in which approximately 3,000 out of the 4,000 Service votes are in fact proxy votes. That may well apply to many other constituencies.

*My last word is this. I believe we are on the threshold of power, of achieving a Labour Government with a full mandate from the people. One last ounce of effort may be decisive. I know I can rely on all of you to throw that last ounce into the struggle.*

## SECRETARIES

Your circulars will be out in time if we duplicate them, and people will enjoy reading them—for we pay special attention to attractive lay-out, combined with clear and bold print and use good paper.

Price list and samples of work are willingly sent on request.

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## THE OFFICIAL STATEMENT

**PETROL: ALL YOU WANT TO KNOW****I. Instructions**

It has been decided that for the duration of the General Election campaign the arrangements for the grant of petrol allowances set out in the present Instructions are to be substituted for those laid down in R.P.O. Instruction 1005.

Any coupons which have already been issued under those Instructions but have not been exchanged for petrol prior to the date of the coming into operation of the new scheme now laid down are available for use under the present Instructions, but no attempt is to be made by Regional Petroleum Officers when making issues under the present Instructions to take such coupons into account. In every case, therefore, the amounts to be issued are the full amounts specified in the paragraph at the foot of this page, or such lesser amount as may be asked for by the applicant.

**II. The amount of the issue to be made in respect of any particular candidature**

A single issue to cover the election period will be made in respect of any given candidature.

The petrol obtained under the allowance so made will be available for use either by the Parliamentary Candidate concerned or by his Constituency Agent, or by any person acting for either the Candidate or his Agent, or by any political supporter of that Candidate to whom either the Candidate or his Agent may furnish one or more of the coupons issued under the present Instructions, provided in every case that the journey made by means of the petrol so obtained is in furtherance of the election campaign of the Candidate concerned. The allowance now granted is a comprehensive allowance and covers all purposes connected with the political campaign of a given Candidate in a particular constituency, including travel by the Candidate concerned or his Constituency Agent between residence and office.

Petrol obtained in exchange for coupons granted under the present Instructions will be available for use in:—

- (a) Any motor car or motor-cycle currently licensed as "private," or any hire car licensed as a hackney vehicle but not licensed to ply for hire.
- (b) In any commercial vehicle currently licensed as "goods" which the Candidate concerned may wish to use either as a loud speaker van or for any other purpose connected with the furtherance of his candidature at the General Election.

The coupons to be issued under the present Instructions will be either

- (1) all "E" coupons; or
- (2) partly "E" coupons and partly "X" coupons.

NOTE.—An initial stock of "X" coupons has been furnished to each Regional Petroleum Officer, and further supplies should be requisitioned from the Regional Transport Commissioner as required.

Allowances under the present Instructions will normally be applied for either personally by the Parliamentary Candidate himself or by his Constituency Agent acting on his behalf.

The scale of allowances approved for the General Election is as follows:

Parliamentary Borough Constituencies, 500 units.

Parliamentary County Constituencies, 750 units.

Regional Petroleum Officers are to issue petrol allowances on the scale laid down.

- (a) To any person who is a Candidate for any Parliamentary Borough or Parliamentary County Constituency who:—

(Continued on next page).



## PETROL (continued)

- (i) Is a Candidate of any of the recognised Parties and whose candidature has been endorsed by the headquarters of his Party in the manner indicated in R.P.O. 1005; or who
- (ii) Is a member of the present Parliament and intends to seek election as an Independent Candidate at the coming Election; or
- (b) To the Constituency Agent of any such candidate where such an Agent has been duly deputed to act in this matter.

In the case of certain constituencies which either cover an exceptionally large area or in which communications are abnormally poor, it may be decided to grant to each of the Candidates contesting that constituency an allowance in excess of that specified in final paragraph overleaf. Such allowances will only be granted on authority from headquarters. Where a Regional Petroleum Officer receives an application for an increased allowance, he should:—

- (1) Notify headquarters at once;
- (2) Inform Candidate that he is so doing, at the same time asking the Candidate, if the Candidate

of a recognised Party, to notify his Party headquarters of his request.

No issues are to be made to Candidates for University Constituencies.

It is a condition of the issue of coupons under the present Instructions that any such coupons which may not have been used before the declaration of the poll are to be returned as soon as possible thereafter to the Regional Petroleum Officer by whom they were originally issued.

### III. Position of Candidates who are members of the present House of Commons

Candidates who are members of the present House of Commons will obtain their allowances for the election period from the Regional Petroleum Officer in whose Region their constituency is situated, not from the Fees Office of the House of Commons.

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## SITUATIONS VACANT

**THE BIRKENHEAD TRADES COUNCIL AND LABOUR PARTY** invite applications for the post of **SECRETARY-ORGANISER** on a full-time basis. Salary in accordance with national scale. Applications stating age and experience, Trade Union and Labour Party activities, together with two recent testimonials, in envelope marked "Secretary-Organiser," to be sent to Mr. C. Williams, 661 Borough Road, Prenton, Birkenhead.

**FULL-TIME ELECTION AGENT** required by **NORTH-WEST HULL D.L.P.** Trade Union rates. Applications, stating qualifications and experience, should be returned to Mr. E. Stubley, 10 Hayburn Avenue, Hull.

**SOWERBY DIVISIONAL LABOUR PARTY** invite applications for the position of **ELECTION AGENT AND ORGANISER.** (Appointment to operate until the General Election.) Salary in accordance with Agents' National Scale. Applications, stating age, qualifications, experience and references, to Secretary, H. Greenwood, Weavers' Institute, Todmorden, Lancs.

## OURSELVES

Our good friend, Herbert Drinkwater, asks us to state that he is no longer the Editor of the *Labour Organiser*, which, of course, is now published by the Party at Head Office.

Over the past few months Herbert has been receiving a steady stream of "L.O." correspondence. This should all be sent to the Editor, "L.O.," at Transport House.

And let us say how sorry we are that all demands for our journal cannot be met. We do our best, but our paper supply simply can't be stretched to provide a copy for all who want one. Meantime, the motto is: Pass It On!

## CANVASSING BOOKS

FOR SALE, approx. 600 canvassing "books"; 4 pages, stiff backs; brand new condition; size, 9in. by 5in.; £6 the lot. For constituencies using register "pasted up," sample for S.A.E. from Coun. Radcliffe, Labour Party, Ashton-under-Lyne.

# YOUR ELECTION QUESTIONS ANSWERED

By HAROLD CROFT

*What car insurances can an agent properly take out in the Election?*

It is thought to be allowable for an agent to indemnify the candidate and himself by insuring against casualties to the public by cars lent for the conveyance of voters. He cannot insure against risk of damage to the cars—that is the lender's liability.

Insurance of cars hired or lent for management and touring use depends on the terms of the policy held by the owner of the car. If election use is excepted by the policy, a covering insurance would need to be effected by the owner or the agent. The agent, however, would be wise in any case to insure against liability of the candidate himself for any hurt to the public. It is an open question whether such insurances are chargeable to the election account, or could be regarded as personal expenses. Head Office has asked the Co-operative Insurance Society, Ltd., for proposal forms to circulate to agents.

*Does the cost of furniture, chattels, cars, etc., for the Election count as Election Expenses?*

The answer is—the total cost does not—but to be strictly correct an amount representing the use for the period of the election would be so. The case could be covered by the Party buying the furniture, etc., and loaning it to the agent for the Election period.

*How does an agent deal with subscriptions at the Election?*

The agent should not deal with subscriptions. These should all be passed to the treasurer or trustees of the Party Election Fund. This avoids having to show each little item in the Election Returns.

The fund passes bulk sums as a donation from the Party to the Election, and the total amount is shown in the Return, as a donation from the Party. Of course, items such as those from Trade Unions and other Societies can be shown separately if desired.

Collections at Election meetings are directly paid to the candidate and

must be shown as collections in the agent's Return.

*Can Socials and Dances be run by the Party during an Election?*

Yes, if the charges for the dances and refreshments are normal and usual. No question of "treating" can then arise.

If an Election speech is made in the interval, that part of the affair would be an Election meeting and an appropriate part of the cost of the hall is for a meeting on that date.

*Can an Election Agent canvass in an Election?*

There would be a presumption that an agent doing this had not yet attained to an adequate conception of his own job. On the legal point, the paid agent might have to satisfy a Court in case of litigation that he did it in his spare time, which might not be very easy to do.

*If a firm circulates a leaflet to employees indicating how electors should cast their votes—what can be done?*

If you publish a journal or an election special a paragraph might be inserted calling attention to the fact that firms, associations and individuals are guilty of corrupt practice if they circulate leaflets for the purpose of promoting or procuring the election of any candidate unless they are authorised in writing to do so by an Election Agent and the expenses returned as part of a candidate's Election expenses. Such an intimidation might have the effect of preventing such efforts in a district. On the other hand, if a firm does circulate a leaflet of this character a discreet communication should be sent to the firm in question politely pointing out that it is assumed that they have the written authority of an agent for what they have done, otherwise it is a corrupt practice, and that every director or officer is liable under the Statutes. This would have the effect of stopping the intimidation going on. The circumstances should be communicated to Head Office.

(Continued on page 10)



## An "L.O." Recording

**YOU must ROUSE THE MASSES**

On more than one occasion we have heard the fear expressed that if too much commotion is aroused among the electors it will be so much worse for Labour. We have about as much sympathy with this view as we had with Mussolini. On all and every occasion on which we have fought elections, whether local or parliamentary, we have set ourselves out from the commencement to arouse as much public interest in the election as humanly possible. And it has paid.

It has to be noted that the other side will seek to do the same thing. There is this difference, however: the enemy are adepts at arousing *national* interest (mainly by means of scares). Because of this their local machinery may work less demonstratively.

**MAKE IT NOISY!**

Be it noted that it is generally the Labour ranks which benefit most by inspiration and enthusiasm. Labour workers no *not* respond well to a quiet election. Given noise and shouting, something to see and a Cup Final atmosphere about the Election, and there will be plenty of vim and go among Labour workers.

In a few instances the Candidate himself can inspire and lead all the enthusiasm necessary. In the majority of cases it is the arts of electioneering which must do the trick.

It would be too long a story to indicate every wrinkle which the expert practises to attain his end. It can be said in brief that *every* activity and *every* step the Election Agent takes is made to contribute to the end in view. For instance the "call to arms" is made in a striking way—it ought to be a brilliant piece of electioneering; the preliminary Party and workers' meetings are "inspired" and fervour is generated thereat.

**WINDOW CARDS**

The sudden appearance of innumerable photo cards of the candidate in the windows; the arts and wiles practised to ensure that the first public meeting is a

terrific success all contribute. Here let it be said that the first public meeting may set the tune for the whole contest. The agent is a fool if he despises the method of the *claque*, or neglects to pack the meeting with enthusiasts and supporters.

**WEAR THE COLOURS**

There is nothing like a spot of colour too for livening up an election. The agent wears his colours, he insists on everybody else doing so, and on his cars being decorated. He knows ways and means for inducing the electors to begin to wear colours too. Encouragement for the wearing of Party colours and a generous distribution of photo cards are cheaper methods of painting a constituency than flooding it with posters on the hoardings.

**GET THE CHILDREN**

Every electioneer knows the importance of the children. We will not spoil these pages by saying how to get hold of them. *It must be done.*

In this task of arousing interest the Loud Speaker nowadays comes to the rescue. Suffice it to say here that no expert will deny the benefits of "damnable reiteration." From the commencement, and all through, the agent and every worker must see to it that the candidate's name gets blazoned and repeated again and again *ad libitum*—ad nauseam, if one likes—to the other side.

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this is obtained by membership, socials, etc. Each Ward starts from scratch more or less and there are very few Wards in working-class areas who should have a membership of less than 1,000, whereas there are far too many constituency Parties with less.

One must not forget the psychological effect of members talking to their neighbours of the strength of the Party in the area, and the disheartening effect it has upon our opponents. This is also helpful in making those against us wonder why the strength and what is there in our programme the others haven't got.



## An "L.O." Recording

## ARE YOU SHORT OF SPEAKERS?

In ninety-nine out of a hundred contests there is going to be an outcry for speakers. There will be the usual cry for the moon, frantic demands for "national" speakers, and reproaches from Parties which have never lifted a finger to train their own orators. Anyway, outside speakers will *not* be available however much the hullabaloo. Every constituency Party in a General Election fights on its own ground and with its own resources.

## AVOID THE BORES

Unfortunately a shortage of speakers becomes a golden opportunity for scatterbrained tub-thumpers and local bores. Having heard some of them it sometimes is a wonder to us that people ever attend meetings at all!

Election agents and Parties should make up their minds about this matter. Meetings at which the wrong policy is going to be advocated, or at which the audience are going to be bored stiff, are worse than useless. We unhesitatingly advise the cutting out of all meetings for which proper speakers cannot be found. But if meetings are cut out extra literature distribution and canvassing must be substituted. It must not be a case of less effort, but merely diverted effort.

There are, however, devices for spinning out the services of speakers without a drastic curtailment of meetings. In this connection we appeal to our readers not to encourage the utterly fatuous procedure of "changing speakers over." We are sick to death of the notion which appears to be held in so many quarters within

our ranks that full use is not made of a speaker unless he "does" at least two meetings each night; we have known as many as six and seven fixed in.

## MANY OBJECTIONS

The objections to the procedure are several. There is nothing which so runs up the cost of an election as car hire and needless mileage. The next point is that changing over speakers puts a premium on confusion. The odds are at least even that the carefully planned change over will crock up on time tables. The third objection concerns the loss of the speaker's time when he might be speaking, and a fourth is the limitation from which the speaker suffers at each meeting, frequently preventing him from developing his argument, or, equally bad, having to break off in the middle of it. It is high time that this practice got discouraged.

## SHORTER MEETINGS

The alleged shortage of speakers can therefore often be got over by giving speakers *more time and less running about*. Meetings can also be made shorter. There is no need for any election meeting to last more than an hour and a half.

Two speakers per meeting ought to be ample—one and a half if you like it, that is to say one speaker able to hold out for half-an-hour and answer questions, and the other to hold the fort for half that time. No meeting needs more by way of speech.

But what about a spot of brightness—a song, even a recitation, or perhaps a little "turn" of some sort. It adds immensely to the attractions of a meeting, leading to better attendances.



## MORTON'S FOR STATIONERY

Write for samples and new List of ENVELOPES, DUPLICATING PAPERS, STENCILS, INKS, TYPEWRITER RIBBONS and CARBONS, etc. as supplied to scores of Labour Party and Trade Union Offices.

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## An "L.O." Recording

## DEALING WITH THE PRESS

Divided opinions are held as to the value of the ordinary press to Labour at election times. Perhaps these differences are largely due to circumstances. We can understand the pleasure with which our folk in a difficult area regard the insertion of a half column report of their candidate's speech in the local "rag."

## DISTORTED REPORTS

We equally understand the sort of feeling which is aroused in certain areas where the press never fully report anybody's speeches, but invariably distort and are unscrupulous in their attitude to opponents. Our own observation shows us that even those local journals which give Labour fair reports take good care to satisfy their owners by giving longer reports to our opponents and slashing attacks upon us in their editorials.

The practical point concerns the amount of encouragement to be given to press representatives.

On no occasion ought any press representative to be taken into the confidence of the Election Agent. Pressmen of all shades of opinion ought to be satisfied with the matter which is communicated to them.

## DON'T TELL PLANS

It is an impertinence to expect that the agent is going to disclose his plans to any but his committee or candidate; an agent is a fool if he succumbs to the invitation of the pressman to tell him in confidence (as man to man) how the thing is going, and what he thinks of the prospects.

At a General Election pressmen are less ubiquitous, except in a few of the more sensational fights. But the above observations apply with equal force. If more than one pressman haunts the area set aside a definite hour each day for press communications. Have that communication ready and don't be badgered into giving any more information than that which is prepared. Above all, do not suffer cross-examination.

Instead of giving lists of meetings and speakers to the press in advance—

which is tantamount to giving one's plans away—it is a good policy to promise to send intimations of *all* meetings as they are arranged.

## NOTIFY THE PRESS

Notify meetings to the press two days ahead. It is only courteous that if the press promise to attend one's meetings proper provision should be made for their convenience. This involves not only a table near the platform, but proper elbow room and means for ingress and egress.

If you are one of the lucky contestants able to secure the services of some national figure, whose speech the national press will require to report, take care to so arrange the programme that this speaker speaks first. The pressmen will have seen to it that their messages can get away by wire or 'phone, but the press and the speaker will naturally be annoyed if the speech cannot be delivered until it is too late to get a message through.

## ELECTION QUESTIONS

(Continued from page 7)

*What about the votes of transferred workers and evacuees returning to their original homes?*

The position is this—the names of civilians were put on the Register of that constituency which their addresses on their identity cards showed on the qualifying date, January 31st, of this year.

If they have since moved away from that constituency they can vote only by going back to it on polling day. They might have applied to have been put on the Absent Voters List and thus have got a postal vote, but if they did not do this they cannot now do anything about it with regard to this Register or the Election.

We are sorry such electors should lose the opportunity of voting at this Election. We may say that one of the reasons the Labour Party pressed for an autumn Election was because it was known that this present Register is an "emergency" one, produced in difficult conditions, and the October Register would be a much better "Election" Register.



He Enrolled 700 New Members

## PLANNING YOUR RECRUITING DRIVE

By COUNCILLOR J. TWITCHETT

(Chairman, South Croydon Labour Party)

How often I have been met with the remark, "I have been Labour for years, but I never realised the expenses which have to be met"; or "This is the first time I have been asked to join, and I certainly did not realise how much was involved."

The average person is politically lazy, and while he will read his paper, talk to his pals at the local, and be politically minded up to a certain point, he is not, as a rule, prepared to take any trouble to find his local Party and enrol as a member.

He much prefers to be waited on in this respect, and this attitude is one that we have to combat. Love of home and garden, a very good trait, is a definite drawback politically, and one has to instil into the people that interest in politics is not a hobby or game, but a definite duty, and a duty which if neglected has a detrimental effect upon the individual's home life and working conditions, besides robbing the few who do interest themselves in the home life they also ardently desire.

### THREE STEPS

*Three things are essential in each Ward. Firstly, get someone who is well known locally to sign the circular. (It is surprising the psychological effect this has.)*

*Secondly, hold regular meetings to which all members are invited by notice each month. (On the circular can be matters of topical interest, Social dates, and organising notes.)*

*Thirdly, regular collecting by street stewards who are known, or become known, and are a vital link in the chain.*

Regarding the second item, don't be discouraged by small meetings, but try to get a greater interest going by speakers, Brains Trusts, etc. This is definitely the hardest part of the whole business, and yet it is so essential. Live officers are essential, and if one has a misfit the Ward must not allow sentiment to stand in the way of strengthening the organisation.

Number three is of such great impor-

ance that I make no apology for stressing this. If for any reason except ill-health the street steward does not function he must be changed at once, and members informed immediately. The street steward is the link between the inactive portion of the membership and the active, and it is up to him as to how soon the inactive ones become active.

The finances of the Ward and Party suffer if bad or uninterested stewards are allowed to continue. Collections are irregular, members drop away, interest in meetings and social functions drops and the area becomes lifeless and apathetic.

### CANVASSING

Canvassing should be done in three stages. Number one consists of enrolling the people interested and who require little persuasion. During this canvass the records are marked: — Members, For, Against. This canvass is a fairly rapid one and literature can be left with those For and Against for perusal. Number two is to re-call on those For, after delivery of more literature, to enrol them and ensure that their votes are cast correctly at any election. During this canvass opportunity is taken to deliver fresh literature to those who are definitely Against. Number two canvass will take decidedly longer than number one, and is more thorough. Opportunity should be taken during this canvass to enrol the wives, sons and daughters of members who have already joined.

Then comes number three, when all the sticky cases are tackled with vigour and energy, and is naturally the most difficult and lengthy of all canvasses.

It may be argued that number three canvass is the most important and should come earlier. Important it certainly is, but I strongly disagree with the view that it should come earlier.

We have to build up the Party and also convert people to our point of view, and conversion costs money, and

(Continued on page 8)

# ORGANISE YOUR PUBLICITY CAMPAIGN

By HINLEY ATKINSON

*Mr. Atkinson last month explained how best the various publicity materials and methods — election addresses, leaflets, posters, window cards, special messages, etc., could make contact with the individual voter. Here he stresses the importance of organising the whole publicity campaign and shows how this should be related to the other election activities. The special Polling Day Charts which he has drawn up, and which we here reproduce, will be found of great assistance in this work of publicity organisation and co-ordination.*

The effective distribution and display of publicity requires careful organisation at local H.Q. (committee rooms). First, a time-table must be calculated. Then a Street Delivery Chart must be prepared so that each separate piece of publicity can be checked as dealt with.

## A COMPLETE CHECK

The use of such a chart provides a complete check and brings publicity distribution to a level of scientific as opposed to chaotic management. A similar chart should be used for public meetings and the loud-speaker van to show that leaflet distribution for the former and visits of the latter were organised to cover the necessary streets. Public meetings should be advertised both long-term and short-term, since some electors must have

long notice whilst others require a reminder on the day before.

## DOVETAIL THE WORK

Finally, remember that publicity is only one department of election campaign work. The great art of conducting the campaign is to co-ordinate the work of the different departments. Clerical work, publicity distribution and canvassing should dovetail together and each must keep up to its appropriate progress stage so as not to impede the others. For example, the principal canvass should follow the distribution of the election address or some other statement of our programme bearing the candidate's name. To do this, of course, the time-table requires to allow for all necessary preparation of the canvass and publicity.

## CAMPAIGN PERIOD

No single time-table will fit every constituency but the key to it in every case must be the important legal dates of the writ, nominations and polling day. This period is the period when the campaign must "come to life" and every phase of activity be brought into unison with a growing intensity.

We hope what has been said brings our readers to an appreciation of the necessity for organising our publicity campaign and that their study of the "Co-ordinated Action Chart," which is an appendix to this article will show how publicity should be related to the other activities of an election campaign.

A simple form of Street Delivery Chart for use on double-crown or larger size card is:—

**STREET DELIVERY CHART**  
**POLLING DISTRICT (A)**

Street or Road	No. of Houses	No. of Electors	Election Addresses	News-sheet	LEAFLETS			Poster	Window Card	Poll Card
					No. 1	No. 2	No. 3			
JOHN STREET	40	125	X		X				X	
ASH TREE AVE.	120	225								



# **PARLIAMENTARY GENERAL ELECTION** **CO-ORDINATED ACTION CHART FOR WARD OR POLLING DISTRICT**

(1) Legal	(2) Date	(3) Day	(4) (5) PUBLICITY		(6) (7) COMMITTEE ROOMS		Date	Day
			Printed	Meetings	Clerical	Canvass		
ROYAL PROCLAMATION	1	WED.	C.R.P.		A.E.	P.C.	1	WED.
	2	THU.	P.P.		"	"	2	THU.
	3	FRI.	P.M.P.		"	"	3	FRI.
	4	SAT.			"	"	4	SAT.
	5	SUN.			"	"	5	SUN.
	6	MON.			"	F.C.	6	MON.
	7	TUE.	P.M.H.		F.P.E.A.	"	7	TUE.
	8	WED.	P.L.	P.M.	"	"	8	WED.
	9	THU.	P.M.P.	"	"	"	9	THU.
NOMINATION DAY	10	FRI.	E.A.		"	"	10	FRI.
	11	SAT.	"		"	"	11	SAT.
	12	SUN.					12	SUN.
	13	MON.	"	P.M.	R.F.C.	M.C.	13	MON.
	14	TUE.		P.M.R.V.	"	"	14	TUE.
	15	WED.	P.L.	" "	R.M.C.	"	15	WED.
	16	THU.		" "	P.P.C.	"	16	THU.
	17	FRI.	N.S.	" "	R.C. P.P.C.	"	17	FRI.
	18	SAT.	V.P.	" "	R.C. P.D.R.	"	18	SAT.
	19	SUN.				"	19	SUN.
	20	MON.	P.L.	" "	R.M.C.	"	20	MON.
POLLING DAY	21	TUE.	V.T.D.	Polling Day	Polling Day Work		21	TUE.

## **NOTES**

- (a) In an original chart more space would be provided in columns 4, 5, 6, 7 for full words instead of initials.
- (b) This chart is by no means complete. Example: Column 4 would provide more P.M.H. (Public Meeting Handbills).
- (c) "Action" entries on chart are only guide. But note relation of different columns. Example: P.M.P. on 3rd to P.M. on 8th.

Columns (1), (2), (3). (1) Nominations are 8th day after Royal Proclamation, Polling Day 9th day after Nominations, Sundays excluded. Columns 2 and 3 should be adjusted accordingly when date of Royal Proclamation is known.

Column (4). Entries are on delivery or posting dates.

C.R.P., Committee Room Publicity; P.P., Publicity Poster; P.M.H., Public Meeting Handbill; P.L., Propaganda Leaflet; P.M.P., Public Meeting Poster; E.A., Election Address; P.L., Propaganda Leaflet; N.S., News-sheet; V.P., Vote Poster; V.T.D., Vote To-day Leaflet.

Column (5). P.M., Public Meeting; R.V., Radio Van.

Column (6). A.E., Addressing Envelopes; F.P.E.A., Folding and Packing Election Address; R.F.C., Recording First Canvass; R.M.C., Recording Main Canvass; P.P.C., Packing Poll Card; R.C., Removal Canvass; P.D.P., Polling Day Preparation.

Column 7. P.C., Preparing Canvass; F.C., First Canvass; M.C., Main Canvass.

# ELECTION HINTS—THE LAST ROUND-UP

## SELL YOUR PAMPHLETS

"Let Us Face The Future," the Party election programme, is Labour's biggest best seller. Already more than 1,000,000 copies have been sold and a further 1,000,000 copies are being printed.

There has been a particularly big demand for it among men and women in the Services, and it is now being read in bases and front-line posts all over the world.

Remember that you can sell pamphlets in the election. They are not counted as election expenses.

\* \* \*

## SWITCHING CANDIDATES

Candidates can add variety to election meetings if they switch over to each other's territory now and again. Electors get very tired of hearing the same speakers continually.

Schemes of "mutual aid" should be drawn up in detail so that candidates can fit in a meeting in another constituency with a full knowledge of (a) what to speak about; (b) his fellow candidate; (c) the best method of getting back.

Good staff work is essential if hitches are to be avoided in these days of transport and other difficulties.

\* \* \*

## CANVASSING TECHNIQUE

Don't send new canvassers out together. Always have someone with experience go out with a team of people new to canvassing.

Also remember that persons with particular influence in a street or village should be canvassed separately. It often pays for the candidate himself to see such people.

\* \* \*

## ELECTION BUDGET

Always compile an Election Budget. Here's a specimen one:—Agent's Fee (six weeks at full wages)—£50; clerks and messengers, £63; printing, £180; advertising, £40; stationery, £35; postages and telegrams, £12; halls and meetings, £60; committee rooms, £30; miscellaneous expenditure, £80. Total, £550.

## GET IN THE MONEY!

Go out for financial support in a big way this time. It is probably true that money will be easier to come by in this election than at any previous one, but remember also that printing and other costs have soared.

So don't be satisfied with the amounts you collected in 1935.

Already there are signs that masses of the people will be only too glad to pay up if they are asked. So keep asking them!

\* \* \*

## KEEP 'EM BUSY

Don't keep volunteers hanging around in your committee rooms. Always have a job ready for them to do—and see that they do it.

Volunteers will rapidly get browned off if they are not given a definite assignment.

Also, keep your Committee Rooms bright, clean and tidy. A Committee Room often sets the key to a Party's outlook and election prospects.

## MAKE NEW MEMBERS

You can make members during the Election.

**ORDER CARDS NOW**

Have membership cards at every meeting.

## Have You a Copy?

WANTED: COPY OF THE "ELECTION AGENT," 4th Edition, 1929, By Parker. Advise price to: WARWICK DEAL, Prospective Agent, New Forest and Christchurch Division, Leahurst Lodge, Bisterne Close, Burley near Ringwood, Hants.

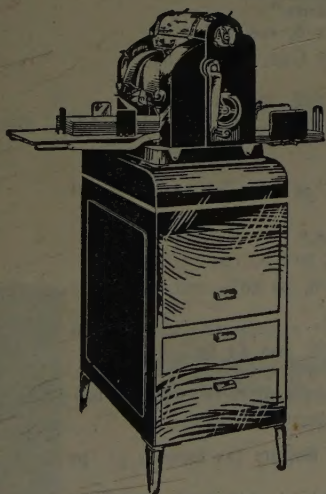


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